



CPA Prophet System

By Dr. Z

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In Plain English: You are a business person, I am a business person – you need to be responsible for your own marketing and actions. I cannot guarantee with 100% certainty that this course will make you money. But if you follow this blueprint and apply the methods in this course, I cannot see why you can't make money. The key is to take action now.

Hello everybody! I am Dr. Z. I have been an Internet Marketer and Entrepreneur for over 12 years. I am a single dad of 4 children and I live a very fulfilling life. The reason I keep my identity a secret is because I am deathly afraid of people finding who I am such as relatives and friends. Don't get me wrong some of them are good people but I like to keep my business and my personal life separate.

In other words if some of them truly found out how much I make online they will hound me to death about finances, loans and other crap. There are friends I had to let go because of they found out what I do and how much I made that they thought I was their personal Santa Claus and wanted to dip their hands into my bank account. As the saying goes "You can get rid of your friends, but you can't get rid of family."

Needless to say I am very protective of my real identity.

I'd guess that's my neurosis kicking in.

Anyway so now you know and on with the show.

Intro:

It's a fantastic life making money from the comforts of your home. You choose the hours you want to work, the days you want to work and you have all the time in the world to spend with family to do whatever you want, when you want. Being financially secure through your own efforts is an excellent way to live life.

To those who are doing it right now "I Salute You!"

But to those who are still in the trenches trying to make things happen, "Don't Give Up!" Persistence is the Key to Success! Keep plowing away and don't lose sight of your goal.

Ok, let's get going. I am not going to explain to you how to get accepted into CPA Networks. I'm going to assume you're already in several networks. If not then I suggest you do some research on how to get accepted and come back to this course at a later time.

Just to let you know, I am not here to feed you crap on how to make \$20k a day (although it is possible). But I have made \$2,520 in CPA

revenue within a week of mailing 1000 postcards. No BS, if you follow the plan it can pay off big.

Let me get this out of the way before we start and say you must have some money to invest. You need at least a minimum of \$500 for starters. You will also need a website (or blog) and or domain redirect.

First there are 3 types of Niches that has worked very well for me when doing postcard marketing.

- 1) Health, Wellness & Nutrition - Best
- 2) Business Opportunity - Better
- 3) Government Grants - Good

Lucky for us there are tons of CPA Networks out there that have high payout in regards to these niches.

Let's start off with a high payout CPA offer in the Health and Wellness category. For this example I am going to find offers at Hydra Network (one of my favorite networks).

In this case I have found a product called: Hydroxatone - Anti-Wrinkle Skin Rejuvenation Treatment - Free Trial - Payout \$36.

Hydroxatone

Erase wrinkles without Botox®!

- ~ Reduce appearance of wrinkles and age spots
- ~ Boost collagen production
- ~ Prevent future wrinkles

**\$79.95
FREE TRIAL***
*30 day trial + \$6.95 s/h

CLICK HERE >>

AS SEEN IN/ON: **CNN** **HomeJournal** **SHAPE** **Newsweek** **USA WEEKEND**

This is a very good converting offer. This product is still making me money and I am not afraid to share it. With postcards marketing you are not competing to cut each other's throats as in PPC marketing. There is room for everybody with this method so I don't see any saturation happening soon.

Ok, we now have a product to promote now it's time to get a mailing list together. To get a good mailing list you need to get it from a reputable list broker. Here is one I use.

Go to <http://www.nextmark.com>

Tuesday 09-Jun-2009 Contact us | Client Login

NextMark reach your market Since 1989 list industry solutions Call Today! 1-603-643-1307

Search All Mailing Lists for Go

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“Ah... if only I could convince my clients of how important list work really is. They are always distracted by the pretty pictures.”

Craig Scott
President, GDM Interactive

02:49

It's a fact!
Your success depends on mailing lists

The mailing lists you choose

NextMark is one of the top dogs in the industry. There are a few that are up there and some better. But NextMark's mailing lists are affordable and in some instances do not require a high minimum purchase.

Now that we're at the site, let's do a search for "skin care."

skin care mailing lists

1-30 of 4700 mailing lists found

RANK	PPP	DMA	TITLE	TYPE	LPI	SIZE	PRICE
			AmeriLINK Ailment Database	mail phone	99	52,000,000	\$150.00/M
100			TRIFECTA SKIN CARE BUYERS	mail phone	83	820,996	\$125.00/M
99			CONSUMER CENTRIC SKIN CARE BUYERS POSTAL AND EMAIL	mail email	91	1,190,601	\$20.00/M
98			TURNING BACK TIME SKIN CARE BUYERS	mail phone	76	100,253	\$125.00/M
94			Cosmetics & Skin Care Enthusiasts	mail email	68	1,235,876	\$95.00/M
77			LOVING SKIN CARE/21st Century (Skin Rejuvenation & Treatment)	mail	66	154,085	\$90.00/M
			SKIN CARE SYSTEM	mail phone	60	930	\$90.00/M

As you can see by the search results there are 4700 mailing lists found. That is a good sign that this is a huge market.

Let's take a look at our results. I always try to buy my lists according to RANK, LPI and TYPE.

Rank = is defined by the how well it ranks for the search term.

LPI = The list popularity index (LPI) is a mailing lists popularity rating on a range from 0 to 100, with 100 being the highest rating. The LPI scores are calculated using a proprietary algorithm that analyzes recency and frequency of more than 100,000 outside list recommendations made in the trailing twelve months of the scoring date.

Type = is defined on what methods you can use to solicit consumers of the mailing list.

As you can see by the image I have highlighted above, this list has a RANK of 99 and a LPI of 91. This tells me that this is a good list and the icing on the cake is the TYPE of list that it is. When you look at the TYPE of list it shows MAIL and EMAIL, Jackpot! Not only can I send mail to this list, I can send email to this list as well. 2 for 1, you got to love it!

So now we have our results page, let's delve a little deeper and see what we come up with. When we click on the link take a look at the information we come up with. See image below.

This is a Rate Card. A rate card tells us everything we need to know about that particular list.

CONSUMER CENTRIC SKIN CARE BUYERS POSTAL AND EMAIL Mailing List

Skin Care Buyers are dedicated to having healthy, radiant skin. Today, both men and women purchase various products to enhance their attractiveness and to protect themselves from harmful agents such as the sun. Skin Care Buyers are always looking for the newest products in self-improvement, never worrying about price.

[Get More information](#) [Get a Price Quote](#)

SEGMENTS	COUNTS THROUGH	
1,190,601 TOTAL UNIVERSE / BASE RATE		\$20.00/M
82,532 3 MONTH HOTLINE +		\$20.00/M
1,190,601 TOTAL SKIN CARE BUYERS		\$95.00/M
EMAIL ADDRESSES		\$125.00/M
COUNTS THRU 07/31/2008		

Preferred Provider

DMA^D
Direct Marketing Association
Member

POPULARITY: ***** 91
MARKET: CONSUMER
MEDIUM: mail email
OPT-IN:
SOURCE: MULTI-SOURCE SEE TEXT
GEO: DOMESTIC (US)

DESCRIPTION

Skin Care Buyers are dedicated to having healthy, radiant skin. Today, both men and women purchase various products to enhance their attractiveness and to protect themselves from harmful agents such as the sun. Skin Care Buyers are always looking for the newest products in self-improvement, never worrying about price.

Additional Charges:
Image Hosting @ \$250/F
Tracking @ N/C
A/B Split-
1 @ N/C
Each Add'l @ \$100/F
Tests/Changes-
2 @ N/C
Each Add'l @ \$100/F

Consumer Centric- Skin Care Buyers - This database is a multi-sourced list of active responders consisting of individuals at a home address (e-mail and postal) who have purchased or responded to online and offline offers in a variety of categories.

100% Opt-in CAN SPAM COMPLIANT. These active responders and others wish to receive...

SELECTS

3 MONTH HOTLINE	\$20.00/M
AGE	\$10.00/M
GENDER/SEX	\$10.00/M
HOUSEHOLD INCOME SELECT	\$10.00/M
LIFESTYLE SELECT	\$10.00/M
MAIL ORDER BUYERS	\$20.00/M
MARITAL STATUS	\$10.00/M
SCF	\$10.00/M
STATE	\$10.00/M
ZIP	\$10.00/M

ADDRESSING

KEY CODING	
A/B SPLIT	
CD-ROM (FLAT FEE)	\$50.00/L
EMAIL DELIVERY (FLAT FEE)	\$25.00/L
MODEM/FTP (FLAT FEE)	\$50.00/L
SPLIT RUN (FLAT FEE)	
SUPPRESSION (FLAT FEE)	\$100.00/L

There are a few things I look for in a rate card that will determine if I will be purchasing this list.

In this case the list is over 1 million. That's a good sign. If it was like in the tens of thousands then I will not buy it. Why? It's not worth the trouble. Let's say you see a good list and it's about 80,000 and you buy it and it turns out to be a decent list. So what do you do if the well runs dry on that list? You'd guessed it, no more lists to mail to. You will have to start the process over again in searching for a list. You had a good list but now it's gone. With a larger responsive list you can continue sending more offers to that lists which mean more money

that keeps flowing in. If I have a successful campaign from the same mailing list I keep buying more from that same source.

Ok, let's take a look at the description.

Skin Care Buyers are dedicated to having healthy, radiant skin. Today, both men and women purchase various products to enhance their attractiveness and to protect themselves from harmful agents such as the sun. Skin Care Buyers are always looking for the newest products in self-improvement, never worrying about price.

This is great! The description tells us a lot and that will help us tailor our campaign according to the consumer buying habits.

In this case we have both men and women purchase various products to enhance their attractiveness and always looking for the newest products in self-improvement, never worrying about price.

So here we have this information and now we are off to buy the list.

For the purpose of the campaign I am running, I am going to buy a mailing list of 5,000 consumers. (Note: Most mailing list brokers at times will have a minimum amount you'll need to buy. In some cases they want you to buy a minimum of 5000). As you can see the price of the lists are \$20/m (m=1000) so I buy $x 5 = \$100$. In the rate card image above, go to the **Selects** box area, as you can see, you can get your list tailored to whatever information you want such as AGE, GENDER/SEX, HOUSEHOLD INCOME, LIFESTYLE, MARITAL STATUS and more. I for one have spent an extra \$10 per 1000 to get the list to be all female gender since that is the target market I am going for. So the total purchase of these lists comes out to \$150 for a list of 5,000 women who purchase various products to enhance their attractiveness and always looking for the newest products in self-improvement, never worrying about price.

Excellent, now that we have that covered, let's move on.

We now have our list; it's time to design our postcards. Studies have shown that plain postcards get better attention than those beautiful full color cards. Why? Because people are used to receiving mail and while they are sifting through their mail they usually do it over a garbage can. People are automatically tuned to throw junk mail away and the full color postcard would be considered junk. With a solid plain

postcard people usually will look at it out of curiosity and if the message grabs the consumer then they will keep it to look at a later time.

When designing a postcard the message of the postcard should be short and simple. No need for long explanation. The info should be "You have a problem, we have the solution."

When I create a postcard based on a CPA offer, I take the information provided by the CPA Network creative area. Take a look at the banners, email text the network provides on that offer. Use that information. Why try to re-invent the wheel when it's been done for you.

Here is the actual postcard I have used in the in one of my campaigns:



ERASE WRINKLES WITHOUT BOTOX!

- Reduce appearance of wrinkles and age spots
 - Boost collagen production
 - Prevent future wrinkles
 - Look even more younger

FREE TRIAL
(Limited Supplies. First Come, First Serve)

<http://StayHealthyandYoung.org>

All I did was go to the CPA offer and lifted their creative email text added a little myself and that's it. There is your postcard. You can go to Microsoft office website and download a postcard template and create your postcard in a word document.

The website address on the example postcard goes to a site that is redirected to an actual CPA offer. You can also create a landing page or blog to capture the user's info such as name and email. By building a landing page you can build a huge list and promote other CPA offers to that list over and over again. You can make more money in the long run if you build a list to promote future offers.

Note: When using a web address, please do not use those short url site such as tinyurl.com, shorturl.com etc... If you use those types of services for you web address it will look bogus to the consumer and out goes your postcard in the garbage. Use an actual domain preferably one that is related to the product or close to.

(I hope by now that you know how to build a website or blog. If not there is a new CPA Training membership site called CPA Dominance at <http://CPADominance.com> that teaches you how to Master the Art of CPA Marketing. It's a great site to learn how to make more money with CPA)

Next is getting the postcard to a printer. This should be a no brainer. Just take the word document file you've just created to the printer. Ask them to use heavy stock paper with the color you want then negotiate on a project rate. Most local Mom and Pop printers will work with you on a decent rate if you tell them you'll be back to give them repeat business.

(Note: Try to use local mom and pop printing services. If you use services like Sir Speedy, Kinkos, Staples and such, you won't be able to negotiate any rates. Those places are set in their corporate ways and won't budge one bit. Mom and Pop shops are the way to go.)

If you can't afford a printing service use your own printer from your computer. (Note: Make sure the paper you use is compatible for your printer.)

I usually get heavy stock yellow or hot pink paper. These are the colors that stand out and in my testing both do equally well. Depending on the gender when I want to cater to women I use Hot Pink or Lavender and when I cater to men I use Yellow.

When you get all 1000 postcard printed up now you need to write in the customer's address. I prefer to hand write the address. Or if you are using a printing service have the printer take your mailing list and print the address on the postcard using a handwritten font style.

Handwriting gives the impression that the sender took the time to write even though it's a postcard. A label gives the postcard the feel that it went through a label machine and there is nothing personal about it.

Never use those stick on Avery type labels on your postcard. I have used them in the past thinking I am saving time but the response was crappy. I recommend you don't use them as well.

When writing the customers mailing address on the postcard, never use a return address. Why, because you don't want the customers to know who you are. Nothing worse than having an irate customer who forgot to get their name off the mailing list contact you and give you an ear full of complaints, Not fun.

Ok now that we've got everything in place, it's off to the post office to mail out the postcards. I found the best days to mail postcards out is Fridays, Saturdays and Mondays. When you send out mail from those days the mail usually arrives to your target within the business week. If the mail arrives on a Saturday you have a higher chance of that postcard being thrown out.

As far as Postage rates, it's better to mail out your postcards with a first class postage stamp. The reason being is that your mail will travel through first class route. Postcard rates are cheaper but sucks. In order to use postcard rates you have to pay a fee (\$250) and set up a system with the post office. Then you would need to sort and bundle the postcard according to zip code, plus you have to put a small destination sticker on it so that the post office is aware of where the postcard is going. Also postcard that get's mailed through postcard rates take forever and a day to get to point A to point B. Too long and to cumbersome if you ask me.

With first class postage you can immediately know within 5 days of mailing your postcard that you are making a profit or not. Yes, you read correctly. Once you launched your campaign you immediately know within a short amount of time if your campaign is a success or not.

That's the beauty of this system. Once you've mailed out your postcards you will start to see results in a matter of days.

Well that's it in a nutshell. This system if executed correctly can make you money hand over fist. I am not lying. Try it and see for yourself.

To get more info on CPA Marketing go to the best CPA Marketing training site on the net: CPA Dominance at <http://CPADominance.com>. There you will get the best training on all aspects of CPA Marketing.

See you real soon.

Dr. Z

Bonus Tip: Basic postcard response is said to be at 2%. I think that the basic method makes people jump through too many hoops and I think it's a daunting process for a consumer to go through in order to get to the end result they are looking for. I feel they bail out of the process and thus the 2% response.

In my first postcard mailing I had a whopping 6% response rate to my mailing.

Let's do the math:

At 6% return from 1000 postcards = 60 responses

x \$36 = \$2,520 in CPA Revenue

Cost of campaign was \$590

Total Net = \$1,930 profit. Not bad and I made that within 5 days. Imagine what you can do in one month?

Now here is where you kick it into overdrive. Take the money you just made and in your next mailing send out 2000 postcards and so on after that. Before you know it you'll be making \$10k a week in no time.

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